

## PRESS RELEASE

### SEC TO USE KINEXON SAFEZONE TECHNOLOGY TO MODERNIZE COVID-19 CONTACT TRACING



**BIRMINGHAM, Alabama (September 22, 2020)** – The Southeastern Conference is providing cutting-edge wearable proximity devices, produced by global technology leader KINEXON, to its 14 member institutions to enhance COVID-19 contact tracing efforts during the 2020 football season, the Conference announced Tuesday.

KINEXON SafeZone technology includes lightweight, wearable devices, called SafeTags, which will be used conference-wide for football student-athletes at team facilities, during practices and games.

Approximately the size of a watch face, the device is worn as a wristband or on a lanyard or can be built into equipment for use on-field in practices and games.

“Through this new relationship with KINEXON, the SEC is committed to using innovative technology to provide solutions for use by our member institutions as we all work to support a healthy environment for student-athletes,” said SEC Commissioner Greg Sankey. “KINEXON provides the SEC with a modern and effective solution to meet the unique contact tracing challenges associated with football.”

The SafeZone technology, which is being used by the NFL, has been chosen by the SEC for the sport of football due to the large number of participating student-athletes and the complexity of contact tracing unique to the sport. Determining proximity and length of interaction during football games presents an opportunity to use KINEXON's innovative technology due to the number of players on the field and the speed of the game.

"SafeZone was created to meet the unprecedented challenges teams and leagues were facing while identifying solutions to return to play safely," said KINEXON Executive Vice President Jim Garofalo. "By adopting our technology, the SEC remains at the forefront of innovation in college athletics. SafeZone will provide student-athletes with a proven modern approach to contact tracing."

SafeZone uses ultra-wideband technology to accurately calculate the proximity between individuals by distance and length of time in order to perform quick and accurate contact tracing when someone is symptomatic or tests positive for COVID-19. The contact data is logged in a secure system and can be accessed to contact trace in the event of an infection.

The SafeTags can also be used to enforce physical distancing regulations by flashing a red warning light when people are within six feet of each other.

Contact tracing has long been recognized by public health experts as one of the most effective strategies to limit the spread of infectious disease. Contact tracing is a key element in the SEC's COVID-19 management plan, among a set of protocols that employ testing, physical distancing and facility sanitization.

###

## ABOUT KINEXON

KINEXON is a global technology leader that develops groundbreaking hardware and software solutions for the Internet of Things (IoT). KINEXON Sports & Media provides performance and analytics solutions for more than 100 sports teams and leagues worldwide. In the U.S, KINEXON equips more than 75 percent of NBA teams with next level technology that assists with performance profiling, conditioning, training loads and injury management. KINEXON Industries implements specialized real-time IoT solutions for Industry 4.0, in order to capture, analyze and automate processes. The company pivoted during the COVID-19 pandemic to launch KINEXON SafeZone - a contact warning and contact tracing solution to combat the spread of COVID-19, which has been used by companies around the world, including all 32 NFL teams. Founded in 2012, and headquartered in Germany, KINEXON has grown to more than 200 employees across offices in Munich, New York and Chicago.

## ABOUT THE SOUTHEASTERN CONFERENCE

A pioneer in the integration of higher education and athletic competition, the Southeastern Conference is a leader on the national landscape for intercollegiate athletics in the 21st century. Since its formation in 1933, the SEC has achieved stature and stability by designating governing/voting power to the presidents of the member institutions. These university leaders determine the policies of the conference and through the years this involvement has been the principal source of strength in the evolution of the SEC. Throughout its history, the SEC has provided leadership on the vital issues facing intercollegiate competition. Alabama, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Tennessee and Vanderbilt have been in the SEC since its formation in 1933. The league has expanded twice, adding Arkansas and South Carolina in 1991, then Missouri and Texas A&M in 2012.

KINEXON

KINEXON Sports & Media, Inc. • 200 S Wacker Drive, Suite 3100, Chicago, IL 60606 • [www.kinexon.com](http://www.kinexon.com)

### KINEXON MEDIA CONTACT

Matt Bontorin

Marketing Communications Manager

E: [matt.bontorin@kinexon.com](mailto:matt.bontorin@kinexon.com)

C: +1 312 973-7705

### SOUTHEASTERN CONFERENCE MEDIA CONTACT

Herb Vincent

Associate Commissioner

E: [hvincent@sec.org](mailto:hvincent@sec.org)

C: +1 205 458-3000

KINEXON

KINEXON Sports & Media, Inc. • 200 S Wacker Drive, Suite 3100, Chicago, IL 60606 • [www.kinexon.com](http://www.kinexon.com)